

EXHIBIT 2

“Who-Called-Me” Service Description

Date: [REDACTED]

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"Who-Called-Me" Service Description

1.0 Service synopsis

"WHO-CALLED-ME" is a new telephonic service that allows the subscriber to remotely identify who called him/her. Like in Call Display, where the number and the name are usually visualized, here a voice message will tell the subscriber what numbers, with possibly the names, have called the subscriber--along with the date and time--when the subscriber dials in an access number. Access permission is controlled by a password.

2.0 Field of the idea

This idea fits under the services/features capabilities that a telephone network can offer to its users. The service is, however, not necessarily restricted to the network as it can be migrated to other network devices as the network flattens (e.g., to a Private Branch Exchange, or shortly PBX, or it can be equally migrated farer to the home-based answering-machines).

3.0 Background of the idea

In today's lifestyle, most people spend most of their times away of their homes or offices (especially during the day). The telephone has been one of the most effective means of communications. While away, the voicemail service, if subscribed to, can help in identifying who called in. This is basically true if the callee has left a voice message. But if no voice message has been left, it becomes difficult to identify who called in until after the called-person goes back home/to the office and checks his phone display (assuming that the customer is subscribing to the Call Display service). This "wait-to-go-back" home/to office to know who were the customer's callee may not be very convenient. Some calls that the customer may miss while away could be very important and thus identifying who-called-in could also be at equal importance.

With the customer subscribing to "WHO-CALLED-ME", this inconvenience will be alleviated. When the subscriber goes away of the office/home, whether he/she stays in town or goes out of town, the subscriber will be able to identify who called in from any touch-tone phone without having to wait to go back home/to the office.

4.0 Who-Called-Me in an example

Here is an example of the service use:

Party A is subscribing to the WHO-CALLED-ME feature. When Party A is away of his home/office and wants to know who called in, then he/she calls a given number (as for the voice message system). Upon successful calling, a voice system voices a welcome message and then prompts the callee (i.e., subscriber) to the login id and password. Upon successful login i.e., entering a valid login id and password (login id could be the subscriber home/office number, and password, a number of digits pre-set by the subscriber), the subscriber gets then a voice message like

"YOU HAVE XX CALLS" or "YOU HAVE NO NEW CALLS".

(XX: identifies the number of incoming calls)

For example, if let say the subscriber had received 2 new calls while he/she was away, then the following announcement could be obtained:

"YOU HAVE 3 NEW CALLS: 1 LOCAL, 1 LONG DISTANCE, and 1 OVERSEAS"

"PRESS 1 TO IDENTIFY THE LOCAL CALLS, 2 FOR LONG DISTANCE CALLS"

In the last message, I assumed that the OVERSEAS CALLS cannot be identified and thus identifying their count would be enough. Otherwise, we can add a third option (option 3) to identify the overseas calls.

Now, assume that "1" has been pressed, then another message can be voiced as:

"FIRST LOCAL CALL ON <date> AT <time> FROM <Calling Party Name/ UNKNOWN NAME> and <Calling Part Number/UNKOWN NUMBER>"

"PRESS '*' TO REPEAT, '#' TO GO TO THE NEXT, '0' TO EXIST"

Let say that the "#" sign is pressed, then the following message will be obtained:

"SECOND LOCAL CALL ON <date> AT <time> FROM <Calling Party Name/ UNKNOWN NAME> and <Calling Party Number/UNKOWN NUMBER>"

"PRESS * TO REPEAT, # TO GO TO THE NEXT, 0 TO EXIST"

and so on.

At the end of the local calls identification, the subscriber can be given the possibility to go to the long distance calls identification, or simply exit. Once the long distance calls identification has been entered, the same logic as for the local calls identification applies.

More improvements can also be introduced. The subscriber can, at the end of his session, be given the chance to either save the calling numbers or simply delete them. The number of the calling numbers that a subscriber can have saved in can be pre-set by the telco.

The above scenario applies when such service is assumed to be implemented on the telephone switch. However, for home-based answering-machine-like implementation, the above scenario can be simplified. In this case, the customer won't need to subscribe to such service and rather he/she will need to buy such an equipment. A possible interaction scenario could be as follows:

"The customer calls home/office from outside"

"With the service-machine installed, the customer can, after pre-set number of ringings, receive an announcement, or simply some special tones, identifying to the callee to enter the password"

"once a valid password has been entered, the customer can receive an announcement identifying the number of the parties that called in (as in the first scenario), and then the callee is given the option to list them, or simply exit"

"the rest of the scenario can be made similar to the first scenario or can be simplified as necessary".

5.0 Interactions

No service interactions have been identified. The service can be implemented in an autonomous system.

6.0 Implementation platforms

This service can be integrated with the existing voicemail system capabilities or it can be implemented autonomously.

The service can also be implemented in home-based answering-machines. This will make the service product very sellable and profitable. In this case, the customer may be provided only with a limited scope of the service functionality that was described above (in Section 4.0). I would think this kind of implementation is the best to go with when first attempting to implement this service.